

ABSTRACT OF THE DISCLOSURE

Integrated shopping cart functionality is provided on a first website so that products/services from different affiliated websites can be integrated into the shopping cart at the first website and the e-commerce functionality of the first website can be utilized to purchase the selected products/services. A framework for integrating this functionality enables the first website to integrate with affiliated websites so that an increased number of users may access the first website since the proprietor of the first website may offer various products/services from a multitude of different affiliated websites, for example by providing URL links to the affiliated websites that a user may access in order to select items from the affiliated websites. These items can be integrated into the shopping cart at the first website and purchased with a single transaction. Increased user traffic is expected at the first website since a user's shopping interests can be fulfilled at a single website. Additionally, affiliated websites are benefited by this integrated shopping cart functionality since the e-commerce functionality of the integrated shopping cart is performed by a server that is associated with the first website. Therefore, affiliated websites need not include their own e-commerce functionality. Instead, they may take advantage of the e-commerce functionality of the first website and still receive the benefits of the sale of their offered products/services to the user. Maintenance costs and overhead costs with respect to including an e-commerce software engine are therefore reduced and often eliminated as a result.